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Cancer Researchers Find Wide Variations In 56-Cigaret Study

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Report Says Tobacco Firms Can Regulate Tar, Nicotine Content of Their Products

By a WALL STREET JOURNAL *Staff Reporter*

NEW YORK—A team of cancer researchers found wide variations in the amounts of tar and nicotine yielded by 56 brands of cigarets, and suggested that manufacturers could aid in the control of diseases associated with cigarets by changing their products.

The study, conducted by Dr. George E. Moore and his associates at the Roswell Park Memorial Institute, Buffalo, N.Y., was presented in Cancer, a magazine of the American Cancer Society.

The researchers found that tar yield in filter cigarets was influenced by the length of the cigaret and the weight of the filter, while tar yield in nonfilter cigarets was influenced largely by the length of the cigaret.

"It seems clear that the manufacturers are able to produce cigarets with almost any yield of tar and nicotine from very low to very high," the report said. "This potentiality is important in the control of diseases caused by cigaret smoking."

Marvel cigarets, made by Stephano Bros. of Philadelphia, yielded the least tar and nicotine, 8.3 milligrams of tar per cigaret and 0.32 mg of nicotine. Second was Cascade, made by the same company, with 9.1 mg of tar per cigaret and 0.34 mg of nicotine. Both are king-size cigarets with heavy filters.

The Roswell Park researchers reported last August on a similar but more modest study. In testing with eight brands, they described True, made by P. Lorillard Co., as lowest in tar and nicotine. This provoked complaints from other manufacturers whose brands hadn't been tested.

The new study ranked True seventh, behind Marvel; Cascade; Carlton, a king-size filter made by American Tobacco Co.; King Sano, made by U.S. Tobacco Co.; Duke, a product of Liggett & Myers Tobacco Co.; and Life, made by Brown & Williamson Tobacco Corp.

Tar and nicotine contents tend to be in similar proportions in different brands, the researchers said. But the study cited tar as the more harmful ingredient, and found the greatest range of tar yields in filter cigarets, from about 8 mg per cigaret to 42 mg.

"In this study," they added, "charcoal in cigaret filters had no discernible effect on tar or nicotine recovery."

The cigaret with the most tar and nicotine was the king-size Raleigh, manufactured by Brown & Williamson, with respective yields of 43.4 mg and 2.64 mg. Second highest was the king-size filter Pall Mall, made by American Tobacco Co., with 41.6 mg and 2.20 mg.

The cigarets used in the test were bought in a Buffalo retail shop. The researchers sought accuracy in their results by having each cigaret machine-smoked to a predetermined length under controlled conditions of temperature and moisture.

The study noted that smokers tend to consume less of a filter cigaret than a nonfilter one, but said some makers had negated this advantage by increasing the length of the filter brands.

A survey of cigaret smokers aged 18 and over in the Buffalo area, the researchers said, indicated that 60% wanted to give up smoking. "It is well known that many smokers find it impossible to break the habit," they added, and suggested that switching to brands with lower tar and nicotine would "offer appreciable public health gains."

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